Saphyte
ENDLESS POSSIBILITIES

WHY COMPANIES IN THE

MIDDLE EAST

NEED A LOCAL CRM

What is a CRM?

CRM or "customer relationship management" is a management approach concerned with capturing new, potential customers, converting them into paying customers, and encouraging them to stay as long-term, loyal customers.

CRMs are software that help you streamline sales and marketing tasks in one centralized platform. They provide you with tools and features to make these tasks easier and more efficient to do.

What is a Local CRM?

More efficient processes

It is a software that allows users to streamline sales and marketing tasks such as managing lead and clients, monitoring sales pipelines, performing email marketing, among others

From local, for local

It is developed and provided by a locally based company, using the data gathered from the local market as opposed to a multinational one and offers the convenience of "door-step" level support

Meaningful growth

It is continuously improved by adding features and tools based on the needs and insights of local businesses

One-on-One Partnerships

Unlike "international CRMs", local CRM providers would be more easily available to help you actively customize features in your CRM to match your processes.

Industries in the Middle East Where CRMs are Widely Used (2020)

- BFSI (Banking, Financial Services, and Insurance) US$1.63B

- Manufacturing US$414M

- IT and Telecommunications US$1.29B

- Retail and Consumer Goods US$676M

- Healthcare US$950M

- Transportation and Logistics US$1.18B

- Others (Government, Media, and Entertainment) US$296M

Benefits of Using a Local CRM

- **They are more invested in your growth**

Local CRM providers take pride in being able to solve business challenges with the help of their software

- **They often provide free implementation services**

They are excited to see you grow! With free implementation, you can start using the software without worrying about additional costs.

- **They are more accessible**

Need help with your software? Local companies are more accessible compared to international providers.

- **Full digital transformation**

Need help with customization and your other business problems? Local CRM providers can offer you more digital solutions for your unique business needs.

The Case for Going Local

(How We Built Our Partner SMEs' Digital Roadmap for 2021)

We are the Middle East's only Local CRM provider built from the ground up. We are not just another implementation partner, we own the tech and this is a whole new level of service for the region's businesses.

With our huge amount of experience working with local SMEs, we've gathered sufficient data to build solutions that are more responsive to local business needs.

How We Built Our Partner SMEs' Digital Roadmap

Identification of Needs

Assessing how our digital solutions can improve local business performance

Matching the Best Digital Solution

Evaluating which software, pricing plan, and features are best for each client

Customization

Helping clients customize the software to match their processes

One-on-One Support

Providing our clients with one-on-one support to address future challenges

Local SMEs' Challenges and the Solutions We Provided

Company: Panoptic Media
Industry: Digital Marketing
Goal: Sales Growth

Since we moved to Saphyte, CRM has been so simple yet effective in growing our sales. With our previous systems – two of the world's leading CRM brands

Local SMEs' Challenges and the Solutions We Provided

Company: Nautilus Solutions

Industry: HR and Finance Solutions

Goal: Lead and Client Management

Before Saphyte CRM we were using multiple tools for the management of our leads, prospects and customers. This was too difficult to manage and as a result we were losing leads and prospects.

Local SMEs' Challenges and the Solutions We Provided

Company: Revotonix

Industry: Mobile Robotics Company

Goal: Customization

Saphyte directly gave us what we needed in the demo and for our business. It was a great experience for us. But what we specifically liked about it was the ability to customize.

Saphyte
ENDLESS POSSIBILITIES

Go Local.
Choose Saphyte.

Go to Saphyte's Website

Choose your Pricing Plan

Start Using Saphyte

Give us a chat or call

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